Market Access Initiative Scheme

1958 SHRI K RAMA MOHANA RAO: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) to what extent the Market Access Initiative Scheme which became operational in the Tenth Five Year Plan with an outlay of Rs. 552 crores helped export marketing and what are the sales promotional activities undertaken since its inception;

(b) the funds released and utilised under the Market Development Scheme during the last five years, and

(c) whether Government are thinking of replacing the Market Development Scheme with the Market Access Initiative Scheme?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI E.V.K.S. ELANGOVAN) (a) The Market Access Initiative Scheme is instrumental in formulating different marketing projects depending on the requirements of a particular overseas market by generating information about overseas markets through studies/surveys and by supporting various export promotional activities. Though the scheme has got approval of the Competent Authority only recently, several export promotional activities like buyer-seller meets, publicity campaign, participation in trade fairs, opening of warehouses and language related activities have already been undertaken.

(b) MDA Funds released to various EPCs/Grantee organizations during the last five years are as under:

Rs. in Lakhs

Year	MDA Funds released
1999-2000	2700.00
2000-01	3499.96
2001-02	4399.93
2002-03	4500.00
2003-04	5199.96
2004-05	1953.71 (upto 16.8.2004)

(c) No, Sir.